

Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W
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R 081530Z NOV 76
FM AMEMBASSY SAN JOSE
TO SECSTATE WASHDC 5588

UNCLAS SAN JOSE 5315

E.O. 11652: N/A
TAGS: BEXP, CS
SUBJECT: PROMOTION U.S. WINE EXPORTS

TO: MR. HARVEY POSERT
WINE (CABLE ADDRESS)
SAN FRANCISCO, CALIFORNIA

1. RE YOUR LETTER NOV. 2, WOULD GREATLY APPRECIATE YOUR
AIRMAILING TO COMMERCIAL SECTION, AMERICAN EMBASSY, APO NEW
YORK 09883, FORTY COPIES OF EACH OF THE FOLLOWING: THE
PLEASES OF WINE WITH FOOD; HOW TO MAKE PUNCHES & OTHER MIXED
DRINKS WITH CALIFORNIA WINES; THE REVISED WINE COOKBOOK;
HOW TO COOK WITH CALIFORNIA WINES.

2. PAUL MASSON AND THE SUBSIDIARIES OF HEUBLEIN INC., ARE THE
ONLY U.S. WINE COMPANIES WHICH CURRENTLY HAVE AN AGENT/
DISTRIBUTOR HERE.

3. IT WOULD BE MOST HELPFUL TO HAVE BRIEF LETTER FROM MR.
DE LUCA TO AMBASSADOR TERENCE TODMAN (WHO WILL HOST WINE
TASTING) NOTING YOUR SUPPORT FOR EMBASSY PROMOTION OF U.S.
WINE EXPORTS AND YOUR WILLINGNESS TO PROVIDE ADDITIONAL
LITERATURE TO LOCAL AGENTS AND DISTRIBUTORS (EITHER DIRECTLY
OR VIA U.S. COMPANY) WHO DESIRE IT FOR THEIR SALES EFFORTS
IN COSTA RICA. NOTE: WHILE ENGLISH WIDELY USED HERE,
LITERATURE IN SPANISH, IF AVAILABLE, WOULD BE MORE EFFECTIVE
IN LOCAL MARKETING EFFORTS.

4. IF YOU HAVE FURTHER QUESTIONS PLEASE CONTACT CHARLES
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H. DUDLEY, COMMERCIAL ATTACHE, AMERICAN EMBASSY SAN JOSE,

COSTA RICA, TEL 22-55-66 EXT 216 OR 219. THANKS FOR YOUR
SUPPORT.

AMERICAN EMBASSY, SAN JOSE, COSTA RICA. KILDAY

NOTE BY OC/T: NOT PASSED ABOVE ADDRESSEE

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NNN

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